



AOT in Action

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from Director Sherry Henry:

Good morning,

We're headed to Tucson for the 30th Annual Governor's Conference on Tourism! We have a great program lined up that will be sure to benefit all of our attendees.

On Tuesday, I look forward to sharing with you the state of Arizona's tourism industry as well as AOT's plans for fiscal year 2011. Tuesday also marks the beginning of the informative breakout sessions where you will be able to get the latest information about tourism trends and initiatives regarding the tourism industry.

The Governor's Award Luncheon is definitely not to be missed, as Governor Jan Brewer will join us in presenting awards, which is often the most fun and most rewarding part of this conference. Wednesday we will wrap up the conference with top-rated speakers Sue Hershkowitz-Coore and Steve McClatchy.

We look forward to seeing all of you at the Loews Ventana Canyon Resort to help us celebrate this dynamic industry!

Also, on a celebratory note, congratulations to the Hualapai Tribe on their tremendous accomplishment of the opening of the new Grand Canyon West Welcome Center and Air Terminal! We also congratulate you on the 22nd anniversary of Grand Canyon West. These are astonishing achievements and AOT thanks you for your continued efforts to bring visitors to our great state.

I'll see you in Tucson!

AOT News

AOT Won Two Visit USA Media Marketplace Awards

Arizona took top prize in the following categories at the Visit USA Media Marketplace in the UK:

- **Best broadcast program** – TV, radio or internet – AOT took the top honors for the live broadcast on Sun Talk during the UK media mission. This is the first time Visit USA has awarded the prize to an internet based radio station.
- **Best online feature writer** – AOT also received an award for the Times online coverage from Nigel Summerley's trip – "Camping with Bebop in the Arizona Desert". In addition to this, Nigel has recently heard from Tommy of Purple Mountain Pack Goats and he mentioned some UK travelers recently booked and took a trip following on from the article.

Arizona Official State Visitor's Guide Wins Publication Award

AOT is pleased to announce that the 2010 Arizona Official State Visitor's Guide received a Bronze Medal in the tourism publication category in the 2010 Magnum Opus Awards. These awards are sponsored by *ContentWise* and managed in conjunction with the Missouri School of Journalism. For more information, visit www.magnumopusawards.com.

Get your Summer Travel Deals on Value AZ.com!

Post your summer travel deals online because AOT has launched its successful summer, in-state campaign, Value AZ! AOT, in partnership with the Arizona Hotel & Lodging Association and statewide industry partners, launched our summer campaign Value AZ. The campaign showcases the amazing summer travel opportunities found throughout Arizona in addition to promoting the economic value of travel to the state. If you want your travel deal promoted, this is your chance! All travel deals are uploaded via a new self-service interface at <http://www.arizonaguide.com/arizona-tourism-partners>. There is no charge to list a package on the Travel Deals section. If you have questions or need additional assistance, you may view the help guide online at <http://www.arizonaguide.com/arizona-tourism-partners/travel-deals-guide-help> or contact Robin Jackalone at 602-364-3710 or via e-mail at rjackalone@azot.gov.

Industry News

Obama Names 18 to Export Council

President Obama on Wednesday named 18 business executives and government officials to the export council as the White House tries to meet a goal of doubling U.S. exports in five years. Obama made the announcement at the White House as he issued a progress report on efforts to increase exports and improve the U.S. economy. Among those named to the panel were United Airlines CEO Glenn Tilton, Walt Disney World CEO Robert Iger, Ford CEO Alan Mulally and Stephanie Burns, CEO of Dow Corning.

"American exports grew almost 17 percent over the first four months of this year compared to the same period last year," Obama said. "Part of this is, of course, the global recovery. But we're also moving forward on improving conditions for America's exporters." Obama said he is looking to his Export Council-which should eventually include 28 private-sector members, 10 members of Congress and 10 heads of executive branch agencies-for ways to maintain the momentum. (www.FreePress.com/Business; Page 9A, *USA Today*; www.TravelAgentCentral.com, 7/7; *Travel Advance*, July 8)

Passport Fees Going Up Tuesday

On Tuesday, charges for U.S. passports go up. That means a passport for those 16 and over will rise from \$100 to \$135. Travelers under 16 pay \$105, up from \$85. Passport cards, which can be used to travel by land or sea to and from Canada, Mexico and non-U.S. parts of the Caribbean, will cost more, too-\$55 for adults, up from \$45; \$40 for a minor, up from \$35. (Page 4D, *USA Today*; *Travel Advance*, July 9)

Customer Service is What Matters Most

A majority of Americans say that quality customer service is more important to them in today's economic environment (61 percent) and will spend an average of 9 percent more when they believe a company provides excellent service. However, in a challenging economy where growth is harder to achieve, many businesses are missing out on this opportunity. Only a little more than a third of Americans (37 percent) believe that companies have increased their focus on providing quality service. The findings were released in the American Express Global Customer Service Barometer, a survey conducted in the U.S. and 11 other countries exploring attitudes and preferences toward customer service. (www.TravelAgentCentral.com, 7/8; *Travel Advance*, July 9)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

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